

## CLAIMS

1. A collapsible display for a retail outlet, the display comprising:-

a first portion having a folded condition and an unfolded condition;

a second portion including a display area for carrying display information; and

at least one product supporting portion pivotably connected between said first and second portions;

wherein said second portion is moveable relative to said first portion between a first position, in which the or each said product supporting portion is folded flat against said first portion to allow folding of said first portion to the folded condition thereof, and a second position, in which the or each said product supporting portion is adapted to support at least one product to be displayed and to retain said first portion in the unfolded condition thereof, and said display area protrudes from said first portion.

2. A display according to claim 1, wherein the second portion is located substantially inside said first portion in said first position.

3. A display according to claim 1, wherein said second portion is attached to said first portion adjacent an end of said second portion remote from said display area.

4. A display according to claim 1, further comprising at least one retaining device for retaining the or each said product supporting portion in a position in which said product supporting

portion is adapted to support at least one product and to prevent folding of said first portion to said folded condition.

5. A display according to claim 4, wherein at least one said retaining device comprises at least one respective retaining member for engaging the or each said product supporting portion.

6. A display according to claim 5, wherein the or each said retaining member is formed integrally with said first portion.

7. A display according to claim 6, wherein said first portion is formed from at least one sheet material, and the or each said retaining member is adapted to be displaced out of the plane of the or each sheet material adjacent thereto.

8. A display according to claim 5, wherein at least one said retaining member is provided with at least one respective aperture to be engaged by a user to enable folding of at least one said product supporting portion against said first portion.

9. A display according to claim 1, further comprising at least one display member for carrying graphic information and adapted to be mounted to said first portion.

10. A display according to claim 9, wherein the or each said display member is separable from said first portion.

11. A display according to claim 10, wherein the first portion comprises at least one foldable portion for retaining a respective said display member in position.

12. A display according to claim 1, wherein at least one said product supporting portion is connected to said first and/or second portion by means of at least one respective tab on one of said product supporting portion, said first portion or said

second portion, and at least one respective aperture on another of said product supporting portion, said first portion or said second portion for receiving said tab.